

REMARKS

After entry of the foregoing amendment, claims 8-20 remain pending in the application.

No rejection has been made as to claims 9-15. Accordingly, these claims have been amended in minor respects and put into independent form. They are thus believed to be allowable.

Rejected claims 2 and 7-8 are canceled - without prejudice to applicant's right to pursue the same or commensurate claims in one or more other applications.

The rejection of claims 17-20 is respectfully traversed. Neither the claims of 6,278,781 - nor the claims of 6,947,571 - teaches, *e.g.*:

- establishing communication between a remote system [identified using data steganographically encoded in a captured image] and the cell phone thru a link that includes a cellular network;
- the remote system is another cell phone;
- transferring graphic data from said computer for display on the cell phone;
- or
- sensing a location of the cell phone, and determining the identity of said remote system at least in part by reference to said location.

Favorable reconsideration and passage to issuance are solicited.

Date: March 23, 2006

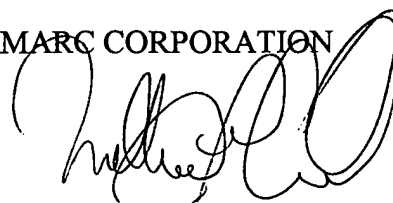
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Respectfully submitted,

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